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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
08/976,322	11/21/1997	KIMMO DJUPSJOBACKA	915-312	1733

4955 7590 06/20/2003

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EXAMINER	
BROWN, RUEBEN M	
ART UNIT	**PAPER NUMBER**
2611	19

DATE MAILED: 06/20/2003

Please find below and/or attached an Office communication concerning this application or proceeding.

DETAILED ACTION

Response to Arguments

1. Applicant's arguments filed 4/9/2003 have been fully considered but they are not persuasive. Applicant agrees that, "regarding the APA, the APA does discuss a worldwide identification algorithm for service identification data". However, applicant asserts that the combination of Eyer does not suggest the claimed non-numeric worldwide information for retrieving those service identifications. Examiner respectfully disagrees.

First of all, Eyer clearly discloses a textual non-numeric worldwide format for TV services; see col. 7, lines 5-67. This passage for instance discloses that the format enables users to purchase various products or services, i.e., TV services, by accessing the address of the service, col. 7, lines 5-20. Secondly, the format disclosed in Eyer is the well-known URL format, which stands for Universal (Uniform) Resource Locator. Applicant appears to argue that a URL is not a worldwide global identifier. Again examiner respectfully disagrees, the whole point of the URL is that is usable throughout the world, operating on the Internet.

Furthermore, Eyer col. 8, lines 1-30 discloses that "the HTML/HTVP data may provide unrelated information such as stock quotes, weather information, airline travel schedules or virtually any resource which is constructed with HTML". Thus, while Eyer does disclose the embodiment of the HTML/HTVP identifying/controlling various local TV functions, this format

is also useful for accessing TV services over a network. Thus the combination of Terasawa, APA & Eyer, would provide to one of ordinary skill in the art, a means for using a global textual format to identify TV services within a transport stream of TV services, being delivered to a user and accessible by the user.

As for applicant's argument regarding a motivation to combine, Eyer col. 4, line 1 & lines 9-17, teaches that it would be advantageous to retrieve TV services using an HTML format, which reads on a non-numeric globally worldwide identification, since this format utilizes the well-known URL technology, also see col. 3, lines 19-55.

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

3. Claims 2-22 are rejected under 35 U.S.C. 103(a) as being unpatentable over Terasawa, (U.S. Pat # 6,147,714), in view of Admitted Prior Art, (APA, page 6, lines 1-10) and Eyer, (U.S. Pat # 5,982,445).

Considering claims 2 & 19, the amended claimed method for addressing at least one service in a data communication system including at least one data transmission network for transmitting information in at least one data transmission stream, such that one or more service providers transmits services to one or more data transmission networks, wherein the services are assigned service ID data is met by Terasawa, (col. 8, lines 40-50), which discusses a service ID that is provided as a label for a particular service within a transport stream.

The amended claimed service ID identifying an original transmission network, reads on the disclosed original network ID (original_network_id(2)), see col. 8, lines 32-33. Also Terasawa more generally discloses a parameter, the Service Provider Item, discussed in Terasawa, (Fig. 13). The Service Provider identifies the provider, i.e. the original network that provides the particular service, col. 7, lines 58-62.

The claimed service ID identifying a transmission stream from the service provider reads on Terasawa, (col. 8, lines 28-34), which discusses the transport stream ID. Terasawa (col. 8, lines 40-50) meets the claimed service ID identifying the service within the stream.

As for the amended claimed feature of the textual worldwide globally individual name of services, Terasawa teaches that identification data uniquely identifies the services within the network, using the DVB definitions, but does not explicitly discuss a worldwide identification algorithm (Fig. 4; Fig. 8; col. 7, lines 59-62). However Admitted Prior Art, page 6, lines 1-10 discloses that it is advantageous to represent the DVB definitions within the format of a URL. It

would have been obvious for one of ordinary skill in the art at the time the invention was made, to modify Terasawa to use worldwide identification algorithm, as disclosed by Admitted Prior Art, page 6, lines 1-10, at least for the desirable benefit of uniquely identifying services across a worldwide network.

However, Terasawa & Admitted Prior Art, page 6, lines 1-10 utilizes a numerical identification format, instead of the claimed non-numeric textual worldwide global identification method. Nevertheless, Eyer discloses the benefits of using the well-known HTML format of a URL address for identifying additional TV programming services, see col. 3, lines 17-15 & col. 4, lines 40-50.

In particular, Eyer teaches the advantages of expanding the generic hypertext markup language, for instance such as a HTVP, which enables unique functions of a set top system that may be controlled using the Internet, being identified according to a URL, (col. 11, lines 35-67 & 12, lines 1-40), which reads on the claimed non-numerical worldwide global identification. Eyer also discloses enabling the subscriber to retrieve a variety of TV services, using the same format, col. 7, lines 10-15 . It would have been obvious for one of ordinary skill in the art at the time the invention was made, to modify the combination Terasawa & Admitted Prior Art, page 6, lines 1-10 to use a textual worldwide identification algorithm, as disclosed by Eyer at least for the known benefit of a more user friendly technique, since consumers are more familiar with a textual identification format, which enables the user to identify TV services using the standard URL format, see col. 3, lines 19-55 & col. 4, lines 8-20.

Considering claim 2, the claimed method for addressing at least one service among plural services or for addressing at least *one service component*, recites method steps that correspond with subject matter rejected above in the analysis of claim 2, and is likewise analyzed.

Considering claims 3 & 16, Terasawa utilizes DVB technology, col. 4, lines 62-67 & col. 7, lines 55-57.

Considering claims 4-5 & 17-18, Terasawa discloses that the service name information is added to both a SDT table records and EIT table records, see col. 7, lines 55-67; col. 8, lines 1-67.

Considering claim 6, Terasawa discloses the use of the service_name and service_provider_name fields, col. 8, lines 61-67.

Considering claims 10-11, the claimed data communication system comprising at least one data transmission network for transmitting information on services in at least one data transmission stream, recites features that correspond with subject matter rejected above in the analysis of claim 2, and is likewise analyzed.

Considering claims 12-13, the claimed broadcasting device for transmitting at least on service in a data communication system comprising at least one data transmission network for

transmission of information in at least one data transmission stream, recites features that correspond with subject matter rejected above in the analysis of claim 2, and is likewise analyzed.

Considering claims 14-15, the claimed receiver for receiving at least one service in a data communication system comprising at least one data transmission network for transmission of information in at least one data transmission stream, recites features that correspond with subject matter rejected above in the analysis of claim 2, and is likewise analyzed.

Considering claims 7-8, Terasawa does not mention the use of DSM-CC technology. Official Notice is taken that at the time the invention was made, DSM-CC technology was well known as a standard set of protocols for managing functions and operations of at least MPEG-1 & MPEG-2 bitstreams. It would have been obvious for one of ordinary skill in the art at the time the invention was made, to modify Terasawa with the features of DSM-CC technology, at least for the known benefits of increased command and control from a server to a client.

Considering claim 9, Admitted Prior Art, page 6, lines 1-10 & Eyer discloses using URL technology.

Considering claim 20, the claimed recitation is met by the use of the Internet discussed in Eyer.

Considering claims 21 & 22, Terasawa discusses using MPEG transmission streams, col. 3, lines 65-67.

Conclusion

4. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

A) ATSC Program/Episode/Version Identification, this reference is the ATSC standard format for identifying various programs within a digital TV stream.

5. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any response to this action should be mailed to:

Commissioner of Patents and Trademarks
Washington, D.C. 20231

or faxed to:
(703) 872-9314, (for formal communications intended for entry)
Or:
(703) 872-9314 (for informal or draft communications, please label "PROPOSED" or "DRAFT")

Hand-delivered responses should be brought to Crystal Park II, 2121 Crystal Drive, Arlington. VA., Sixth Floor (Receptionist).

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Reuben M. Brown whose telephone number is (703) 305-2399. The examiner can normally be reached on M-F (8:30-6:00), First Friday off.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Andrew I. Faile can be reached on (703) 305-4380. The fax phone numbers for the organization where this application or proceeding is assigned is (703) 872-9314 for regular communications and After Final communications.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703) 305-4700.

Reuben M. Brown

ANDREW FAILE
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